

Impact of Consumer Inertia on Mobile Commerce Adoption under the Influence of Market Isomorphism Effects

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Abstract

This study examines consumer mobile commerce adoption through consumer adoption behaviour from intention to use into adoption under the influence of consumer inertia and market isomorphism. The presence of inertia elements could naturally act as an inhibiting agent in adopting consumer technological systems. With increasing social networking media, which resulted in increasing social interactions, these surrounding social forces could spur change behaviour that could subsequently influence consumers' adoption decisions, for example, market isomorphic forces. This study uses partial least squares structural equation modelling (PLS-SEM) to analyse 403 collected questionnaires from individuals above 20 years old and who own at least one smartphone. The derived results show behavioural intention to use positively influenced consumer inertia. The natural inhibiting role of consumer inertia is weakened by two market isomorphism forces (i.e., coercive pressures and normative pressures), thus leading to positivity toward mobile commerce channel adoption. However, mimetic pressures were statistically insignificant. Empirical findings confirm the intercorrelation of consumer inertia 1st order dimensions, and market isomorphism discriminant validity. This study also highlights the importance of inertial factors and market isomorphic forces that retailers or service providers need to consider before implementing mobile commerce app systems.

Keywords: market isomorphism, mobile commerce adoption, omnichannel, institutional theory, consumer inertia